PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
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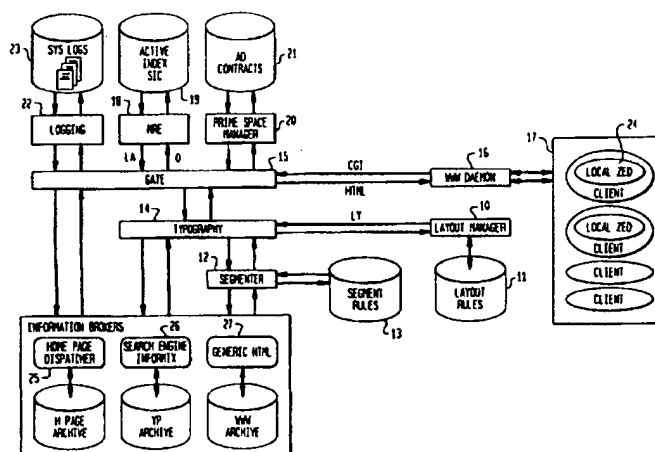# INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(54) Title: METHOD AND SYSTEM FOR PLACING ADVERTISEMENTS IN A COMPUTER NETWORK

(57) Abstract

A method and system for placing advertisements in a computer network. A server containing a collection of advertisements is placed in electronic communication with the computer network. The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16). The present invention displays the content pages with focused, targeted advertisements as a part of the page, in accordance with a particular layout. The advertisements can be made to satisfy a set of constraints (19) requested by the advertiser, as well as the constraints of the publisher of the page. The system uses contracts (21) to specify the marketing rules (18) that link ads with specific queries, to permit advertisers to target a specific audience, and to guarantee a certain amount of exposure of the advertisement in prime advertising space. Algorithms are used to check for contract consistency to ensure that all contracts that are accepted can be properly satisfied. The present invention also provides a download delay-time advertising feature.